

# ***Designing for Impact III:*** **Workshop on Building the National Network for Manufacturing Innovation**



**ADVANCED MANUFACTURING NATIONAL PROGRAM OFFICE**

The third *Designing for Impact* workshop to inform stakeholders about the proposed National Network for Manufacturing Innovation (NNMI) and to solicit individual participant insights and ideas on the design of manufacturing institutes and network was held on September 27, 2012 at The Beckman Center of the National Academies of Sciences and Engineering in Irvine, California. Participant feedback was strongly positive and a workshop report will be made available on [manufacturing.gov](http://manufacturing.gov).

Organized by the federal interagency Advanced Manufacturing National Program Office (AMNPO), in cooperation with local hosts NASA, the National Academy of Engineering (NAE), and the University of California at Irvine (UCI), this workshop acquainted U.S. manufacturing stakeholders with the principles and concepts motivating this public-private national initiative, as proposed in the President's budget for Fiscal Year 2013.

The workshop attracted 220 participants over a diverse and wide-ranging mix of sectors, including:

- 38% from academia,
- 31% from industry,
- 13% from state or federal government,
- 13% from economic development organizations,
- 5% from other organizations.

Although most participants came from California and neighboring states, some attendees traveled from as far as the United Kingdom, Boston, Atlanta and Chicago.



The workshop had welcoming remarks by Donald A. Norman, Co-Founder of the Nielsen Norman Group and representing the National Academy of Engineering (NAE); Wayne Johnson from CalTech and representing the National Academy of Sciences Government University Industry Research Roundtable and University-Industry Demonstration Project (UIDP); Michael V. Drake, Chancellor of UCI and Lew Soloway of the Jet Propulsion Laboratory.

The workshop featured prominent keynote addresses, a panel of recognized regional industry leaders in advanced manufacturing, and extended public dialogue sessions on key design aspects of building the proposed NNMI. This included:

- Jason Miller, Special Assistant to the President for Manufacturing Policy and the White House National Economic Council, who presented the talk “Advanced Manufacturing and the Federal Perspective”
- Mike Molnar, Director of the interagency AMNPO, who laid out the motivation for the creation of the proposed NNMI and provided the framework and charge for the workshop’s facilitated dialogue discussion in his talk “Framing the Challenge”.
- Dr. Perry Wong, Director of Research at the Milken Institute, gave the talk “Why Manufacturing Matters to California”, wherein he described the economic reasons that the Advanced Manufacturing sector is critically important.
- An *Industry Perspectives* panel moderated by Anthony Boccanfuso of UIDP, and featuring: Dianne Chong, Vice President of Assembly, Factory and Support Technologies at Boeing; Pamela Kan, President of Bishop-Wisecarver Corp and Chair of the California Manufacturers and Technology Association; Edward Tackett, Director of Rapidech, and Brian Wong, President and CEO of Eneate Corporation.
- Detailed dialogue discussions that gathered stakeholder input for building the proposed NNMI: *Technologies with Broad Impact*; *Institute Structure and Governance*; *Strategies for Sustainable Institute Operations*; and *Education and Workforce Development*. The dialogues were facilitated by representatives from DOC, DOD, DOE, DOEd, NASA and NSF.